

A This invention allows and a factor in deterioration of for receiving characteristics of  
an the antenna is to be automatically determined and the deterioration for receiving  
characteristics to be automatically improved. In an apparatus 100 for receiving digital broadcast signal, when receiving the signal, a received signal sent from the antenna 1 is orthogonally detected to a baseband signal; an average value of amplitude in radial direction of signal points of phase mapping of the baseband signal is then measured to calculate a C/N value for the received signal; an average value of amplitude in circumferential direction of signal points of the phase mapping of the baseband signal is measured to calculate an amount of phase noise of the received signal; a bit-error rate of transport stream that is given by demodulating the baseband signal is then measured; a factor in deterioration for receiving characteristics of the antenna is determined based on these results; and a desired measure mode is set based on the determination result thereof.